



To: 1200 - New York Region (SCULLYA), Young, Mark
From: Moulton, G
Posted: 7/16/97 15:25
Opened: 7/16/97 15:25
Subject: Winston DPC



Mark,

The two attached Powerpoint files are sell sheets and information for the AM'S to sell the DPC program to their Subs and Directs. The second file is an outline of the program for your review.

We feel the outlined program can be tailored to each account and does offer enough incentive to sell more than one style of Winston Box.

If you have any questions or recommendations please contact me.

George

CC: Mallardi, J, Groll, A P., Perez, F J.

51851 8295

DPC

SUBJOBBERS



- PROMOTION PERIOD -- AUGUST 1997 (4 WEEKS)
- ACCOUNTS WITH VOLUME <100 CARTONS / WEEK
- MUST SEND ATTACHED FLYER TO ALL CALLS UNLESS THEY ARE ON A VAP LIST
- BLACKLINE / STICKER @ \$.25 OFF A PACK
- \$33 PER 12M CASE WRAPPING ALLOWANCE
- BRANDS -- ALL WINSTON BOX STYLES
 - » FF - LT - LT100 - UL - UL100
- ONE CARTON DISPLAYS
 - SUBS WILL BE INSTRUCTED ON PREPARING ONE CARTON DISPLAYS
 - CAN SPLIT CARTONS (5 PACKS EACH) TO OBTAIN LT, LT100, UL AND UL100 IN AN ACCOUNT
- MUST SHIP PRODUCT WITH ADVERTISING
 - STARBURST AND ADVERTISING
- MUST RETURN ATTACHED SELL SHEET FOR ANY PAYMENTS TO BE MADE BY RJR (ASSIST IN GENERATING A LIST OF ACCOUNTS TAKING DPC)
- \$1.00 PAYMENT PER STYLE
 - EXAMPLE: 1 CARTON FF BOX / HALF CARTON OF LT BOX AND LT BOX 100
 - » PAYMENT TO SUB = \$3.00
 - MAXIMUM PAYMENT IS \$5.00 FOR 5 STYLES
 - WITH MINIMUM SALES OF 3 CARTONS
 - FOLLOW-UP ORDERS \$1.00 DISPLAY PAYMENT

51851 8296

DPC
DIRECT ACCOUNTS



TWO PROGRAMS AVAILABLE FOR DIRECT ACCOUNTS

- **TO ANY ACCOUNT SELLING <100 CARTONS PER WEEK**
 - 20 PACK DISPLAY
 - WINSTON BOX/ LIGHT BOX
 - ANY 2 WINSTON BOX BRANDS
 - \$1.00 PAYMENT PER DISPLAY
 - \$33 PER 12M CASE WRAPPING ALLOWANCE
 - \$.25 OFF PER PACK - BLACKLINE/STICKER
 - SHIP IN DISPLAY WITH ADVERTISING
 - PROGRAM ONGOING

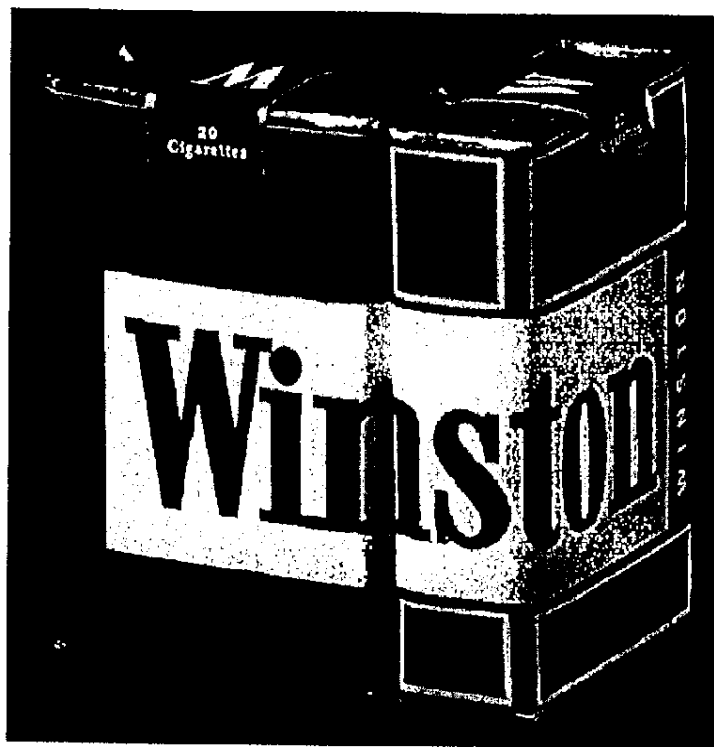
- **LIST OF ACCOUNTS IDENTIFIED & SUPPLIED BY RJR**
 - PROGRAM TO RUN FOR 4 WEEKS
 - SHIP CARTONS WITH ADVERTISING
 - ANY WINSTON BOX STYLE (FF, LT, LT100, UL, UL100)
 - \$.25 OFF PACK - BLACKLINE/ STICKER
 - \$28 PER 12M CASE WRAPPING ALLOWANCE
 - \$1.00 PAYMENT PER STYLE SOLD AND REPORTED ON SUPPLIED LIST
 - » EXAMPLE: 1 CARTON EACH OF THE BOX STYLES FF,LT, LT 100, UL AND UL100 = PAYMENT \$5.00
 - » PAYMENTS MADE ON LIST PROVIDED
 - » FOLLOW UP ORDERS PAID AT \$1.00 PER CARTON

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Winston - No
Bull



**"NO-BULL
DEAL"**



- 1 OR 2 CARTON DISPLAYS
- 25-CENTS OFF PER PACK
- 5 BOX STYLES:

FULL-FLAVOR BOX

LIGHT BOX / LIGHT BOX 100s

ULTRA LT BOX / ULTRA LT BOX 100s

51851 8298



Winston - No
Bull



NEW
WINSTON
\$.25 OFF/PACK
PROMOTION



RETAILER _____

ACCOUNT #

ADDRESS _____

CITY

STATE

ZIP CODE

TELEPHONE _____ **SIGNATURE** _____

PLEASE SHIP WINSTON PROMOTION AS FOLLOWS:

(BLACKLINE / STICKER PACKS 25 CENTS-OFF)

_____**WINSTON BOX** _____**WINSTON LT BOX** _____**WINSTON LIGHT BOX 100s**
CARTONS # CARTONS # CARTONS

_____**WINSTON ULTRA LT BOX** _____**WINSTON ULTRA LIGHT BOX 100s**
CARTONS # CARTONS

**HOLD THIS FORM FOR RJR REPRESENTATIVE - PAYMENT WILL BE MADE UPON
VERIFICATION OF DISTRIBUTION**

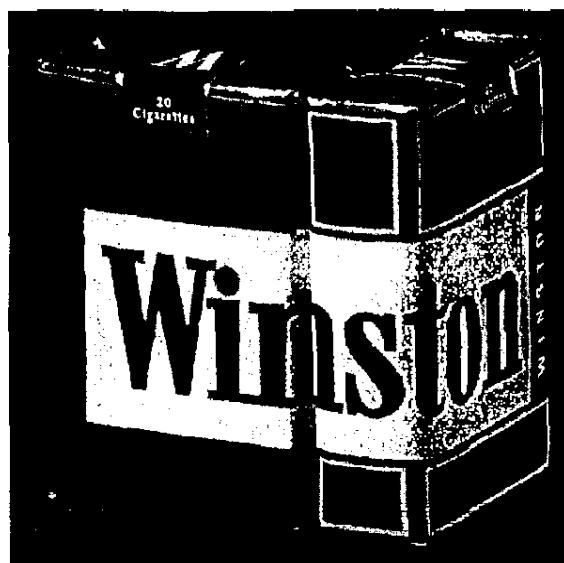


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Winston - No
Bull



NEW
WINSTON
PACK
PROMOTION



- **5 BOX STYLES: FULL-FLAVOR BOX, LIGHT BOX, LIGHT BOX 100s
ULTRA LIGHT BOX, ULTRA LIGHT BOX 100s**
- ***\$1.00 PER STYLE INCENTIVE PAYMENT FOR BRAND STYLES SOLD
TO LOWER VOLUME RETAIL STORES (100 CPW OR LESS).***
- ***\$.25-OFF PER PACK PROMOTIONAL DISCOUNT.***
- ***SINGLE CARTON DISPLAYS / 2 STYLES PER CARTON MAXIMUM.***
- ***PROMOTIONAL POS INCLUDED WITH 1 CARTON DISPLAY.***
- ***ALL LOW VOLUME EXCEPT PM EXCLUSIVE & RJR VAP RETAILERS
ARE ELIGIBLE.***

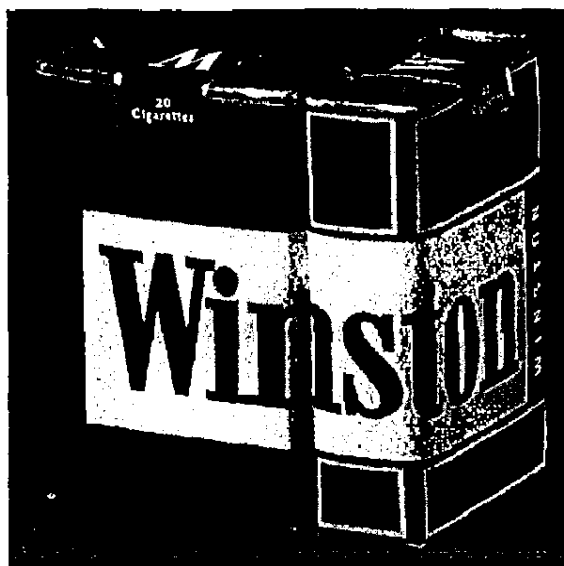
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Winston - No
Bull

WINSTON

PACK PROMOTION DETAILS



- ① **DISTRIBUTE RETAIL FLYERS WITH EVERY ORDER DELIVERED TO STORES SELLING LESS THAN 100 CARTONS PER WEEK (A.S.A.P.)**
- ② **TELE-MARKET LOWER VOLUME RETAILERS. USE RETAIL PREBOOK FORM TO RECORD SALES OF WINSTON BOX STYLES.**

③ **ASSEMBLE 1 CARTON DISPLAYS:**

- FOLD FRONT PANEL OF CARTON HALF-WAY DOWN TO EXPOSE PACKS.
- BLACKLINE / STICKER PACKS (\$.25-OFF)
- PLACE SMALL STARBURST INSIDE CARTON IN FRONT OF PACKS
- PLACE LARGE STARBURST BEHIND PACKS / STAPLE OR TAPE TO SECURE TO CARTON
- FOLD LARGE STARBURST DOWN IN FRONT OF PACKS TO "CLOSE" CARTON / SECURE WITH TAPE.

NOTE: WRITE \$.25-OFF ON BOTH STARBURSTS WITH BLACK MARKER

④ **PAYMENTS:**

\$ 33.00 PER 12M CASE ASSEMBLED INTO 1 CARTON DISPLAYS W/REQUIRED POS.

\$ 1.00 PER BRAND-STYLE SOLD PER LOCATION (1 TIME ONLY) - WHILE FULL CARTON SALES OF BRAND STYLES IS PREFERABLE, PAYMENT WILL BE MADE FOR CARTONS SPLIT INTO 2 BRAND STYLES (EX.- 5 PKS FF BOX, 5 PKS ULTRA BOX = \$2.00 PAYMENT)

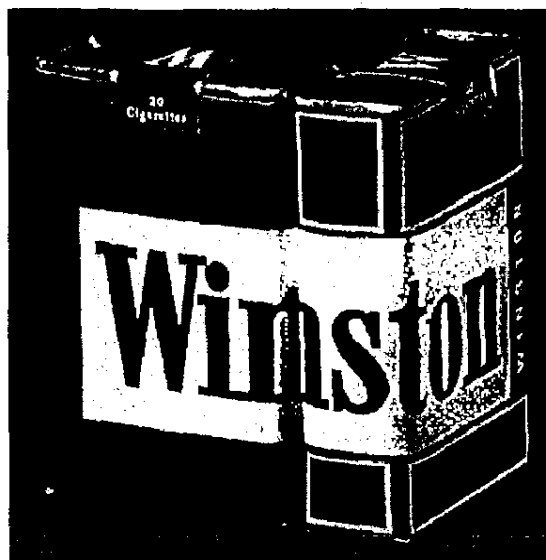
NOTE: DISTRIBUTION INCENTIVE WILL NOT BE PAID FOR BRAND STYLES SOLD TO PM EXCLUSIVE, RJR VAP / PREBOOK ACCOUNTS OR STORES SELLING OVER 100 CPW.

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Winston - No
Bull



NEW
WINSTON
\$.25 OFF/PACK
PROMOTION



SUBJOBBER _____ **ACCOUNT #** _____

ADDRESS _____

CITY

STATE

ZIP CODE

TELEPHONE _____ **SIGNATURE** _____

PLEASE SHIP WINSTON PROMOTION AS FOLLOWS:

(BLACKLINE / STICKER PACKS 25 CENTS-OFF)

_____**WINSTON BOX** _____**WINSTON LT BOX** _____**WINSTON LIGHT BOX 100s**
CARTONS # CARTONS # CARTONS

_____**WINSTON ULTRA LT BOX** _____**WINSTON ULTRA LIGHT BOX 100s**
CARTONS # CARTONS

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